

## Telling and "Selling" Our Services

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**Salt Lake City-** Multiple Legislators gathered on November 10 to participate in an "Immersion". The Immersion experience was developed by our department two years ago as an opportunity for professionals to more fully understand the practice, operations, decision-making and responsibilities of the Division of Child and Family Services (DCFS). Since that time, we have held over twenty Immersions across the State.



By attending an Immersion, participants gain an understanding of the complex and often emotional decisions and actions made by DCFS staff; principles of practice DCFS staff follow; limitations DCFS staff often face; and the participants' agency/group can best work with DCFS to serve common clients.

The Legislative Immersion generated some really good discussions. "It is interesting for me to hear from someone who has worked in the trenches," said Tom Vaughn, Legislative General Counsel. Discussion topics included referrals sparked by custody issues, working with undocumented individuals, and being culturally responsive. "We've got a process," said Representative Steve Mascaro, "but the laws don't let us make it to the next step - we've got to fix the laws."

Although initially designed to provide an-depth review of DCFS, Immersion is a great model for all of our divisions, institutions and offices who are interested in telling key stakeholders, community partners and others about the ins and outs of their agency. In addition, Immersion provides an opportunity to "sell" others on the positive outcomes of the work we all do.

All divisions, institutions and offices are encouraged to design and implement an Immersion specific to the services provided by their agency. To participate in a DCFS Immersion, contact Kerri Burns, [kketter@utah.gov](mailto:kketter@utah.gov) . If you are interested in designing and implementing an Immersion, please contact Elizabeth Sollis, [esollis@utah.gov](mailto:esollis@utah.gov) .